

ADULT EDUCATION IN ALABAMA BY RADIO



And Souvenir Program of the Annual Fall Meeting of
The Alabama Broadcasters Association

UNIVERSITY OF ALABAMA
EXTENSION DIVISION

RADIO BROADCASTING SERVICES

ALABAMA BROADCASTERS COOPERATE

ALABAMA BROADCASTERS ASSOCIATION

PROGRAM OF ANNUAL FALL MEETING

In Cooperation with the Radio Broadcasting Services and the
Radio Arts Department of the University of Alabama

Friday, October 8, 1948

9:00 A.M.

REGISTRATION

Lobby, Alabama Union Building

9:30 A.M.

OPENING SESSION

Radio Broadcasting Services, Studio A, Alabama Union Building

PRESIDING

Henry P. Johnston

OPENING REMARKS

Mr. Johnston

OFFICIAL WELCOME

Dr. John M. Gallalee, President, University of Alabama

10:00 A.M.

SYMPOSIUM

"Making a Small Market Station Pay Off"

MODERATOR

Henry P. Johnston

SPEAKERS

James S. Reese, WWWB, Jasper; "Sales"

Owens F. Alexander, WOOF, Dothan; "Programming"

F. Marian Hyatt, WJHO, Opelika; "Engineering"

James T. Owenby, WCTA, Andalusia; "Promotion and Utilization
of Community Resources"

Malcolm Street, WHMA, Anniston; "FM Operation"

DISCUSSION

WITH UNIVERSITY OF ALABAMA

12:30 P.M.

LUNCHEON

Tutwiler Hall, North Dining Room

PRESIDING

Jefferson J. Coleman, University of Alabama

INTRODUCTION OF BOARD MEMBERS AND GUESTS

Mr. Coleman

INTRODUCTION OF SPEAKER

Thad Holt, WAPI, Birmingham

ADDRESS

"A Balanced Program Schedule", Mr. William H. Fineshriber, Jr.,
General Manager of the Program Department, Columbia Broad-
casting System

2:30 P.M.

AFTERNOON SESSION

Radio Broadcasting Services, Studio A, Alabama Union Building

PRESIDING

Henry P. Johnston

PANEL

"Possible Working Relationships Between Commercial Stations and
the State University"

MODERATOR

Dr. J. R. Morton, University of Alabama

PARTICIPANTS

Richard B. Biddle, WLAY, Muscle Shoals
Howard E. Pill, WSFA, Montgomery
Leo Martin, University of Alabama
Graydon Ausmus, University of Alabama

5:30 P.M.

RECEPTION AND BUFFET SUPPER

Tuscaloosa Country Club

8:00 P.M.

ALABAMA-DUQUESNE FOOTBALL GAME

Denny Stadium

IN ADULT EDUCATION PROGRAM

Saturday, October 9, 1948

9:30 A.M.

BUSINESS SESSION

Radio Broadcasting Services, Studio A, Alabama Union Building

PRESIDING

Henry P. Johnston

REPORTS

Chairmen Standing Committees

12:00 Noon

ADJOURNMENT

OFFICERS OF ALABAMA BROADCASTING ASSOCIATION

Henry P. Johnston, President

Howard Martin, Vice-President

Lionel Baxter, Secretary-Treasurer

Howell Cobb, Director

Carroll Gardner, Director

PLANNING COMMITTEE

Graydon Ausmus, Lionel Baxter, Jefferson J. Coleman, Mrs. James R. Doss, Jr., Henry P. Johnston, Leo Martin, J. R. Morton, and Bert Bank, Chairman

SUMMARY OF A. B. A. CONVENTION

THIS ANNUAL fall meeting of the Alabama Broadcasters Association was the first ever to be held by this group on the University campus and marks a new era of cooperation between the university and the broadcasters.

The theme of the convention was set in the morning meeting with a panel discussion on "Making the Small Market Station Pay Off." The participants called upon experience and inspiration in presenting proven techniques and workable suggestions on the various subjects covered in the panel. Jim Reese, discussing sales, pointed out the necessity for believing in your own product first of all; getting an idea for a show which will fit the specific needs of a particular client; then selling the client on the idea in terms of that need. Reese's outline of his "Trade and Travel Club" was of special interest to the group.

Owens Alexander emphasized the truism that you cannot separate sales, promotion, and programming, and that you must have something that your competitor station does not have in the way of programming if you expect to build an audience. In discussing "the program with personality," Alexander presented some ideas of considerable value and

THAT SPREADS OVER THE STATE

worthy of the consideration of all. The side of the engineering division of the house in the age-old battle between the engineering and programming departments was effectively upheld by Marion Hyatt. He stressed the fact that the engineering job must be a good one to build continuous listening habits in the audience, and expressed his belief that the combination operator-announcer lowered program quality. Hyatt suggested a small market station appeal to the FCC regarding the necessity of keeping a first class man on watch.

Malcolm Street summarized the many problems of FM operation which are in the minds of everyone contemplating FM installation. He did not attempt to answer all the questions but presented some strong arguments in favor of FM: increased audience, particularly in the rural areas; crystal clear signals, free from static and other station interference; and ability to carry many special features on a network basis without telephone line costs. Howard Pill pointed out that one of the big difficulties in FM promotion was the lack of statistics on sets in use and audience listening habits.

Fineshriber's luncheon address on "A Balanced Program Schedule" was full of ideas applicable to the operation of any station. He discussed the CBS policy of special programs for minority interests and presented the advantages of block programming, a technique which is gaining more adherents steadily throughout the country.

The afternoon session on cooperation between the broadcasters in the state and the university brought to light a number of the problems of the broadcasters and various suggestions of areas in which the three radio divisions and other agencies of the university might serve the needs of the station operators. University representatives assured the broadcasters of every effort possible in serving the group. A committee is to be appointed by president Henry Johnston to investigate this matter further and made recommendations to the organization.

The group voted to hold its fall meeting in 1949 on the University campus at a date to be chosen at a later date.

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Alabama Stations Carrying University Broadcasts

Wire Network For All University Broadcasts

WAPI	Birmingham	WJBY	Gadsden
WTBC	Tuscaloosa	WMFT	Florence
WFUN	Huntsville	WOOB	Anniston
WMLS	Sylcauga		

UNIVERSITY OF ALABAMA RADIO

Transcribed Network For "The Peter T. Allens" Only

WJHO	Opelika	WABB	Mobile
WCTA	Andalusia	WHBB	Selma
WTBF	Troy	WGYV	Greenville
WKLF	Clanton	WOOF	Dothan
WAPX.....		Montgomery	

SUNDAY

ALABAMA ROUND TABLE—A 30-minute program which provides for the people of this state the viewpoint of southerners on the important questions which face us today. Speakers for Round Table programs are drawn from the University faculty, distinguished visitors to the campus, and authorities in various fields throughout the state.

MONDAY

THE UNIVERSITY HOME HOUR—A 15-minute program for the homemaker, presenting practical and timely information about foods and nutrition, clothing, household furnishings, home management, and family relations. This program is produced in cooperation with the University's School of Home Economics.

STUDENT FORUM—A 30-minute program on current affairs broadcast over Station WTBC in Tuscaloosa. The program is produced by University students and draws its speakers from the student body. It is sponsored by the Student Forum of the University of Alabama and Alpha Epsilon Rho, national honorary radio fraternity.

PROGRAMS - - - - - 1947-48

TUESDAY

THE PETER T. ALLENS—A 15-minute unit serial drama to promote a better understanding of child psychology and family relations. "The Peter T. Allens" is produced in cooperation with the Alabama Congress of Parents and Teachers.

WEDNESDAY

LITTLE CONCERTS—An informal 15-minute program of classical music by the faculty of the Music Department of the University of Alabama. "Little Concerts" is one of the oldest and most popular programs on the University list.

THURSDAY

ALABAMA SPORTS STORY—A 15-minute show which combines features of various types of sports broadcasts to present a lively picture of the Alabama sports scene. "Alabama Sports Story" is prepared with the assistance of the Athletic Department of the University of Alabama.

YOUR UNIVERSITY—A lively 15-minute program of events of interest on the University campus and interviews with interesting persons among students, faculty, and visitors. The object of the program is to let the people of the state become better acquainted with their state university.

FRIDAY

LIFE AND HEALTH—A 15-minute program which presents members of the faculty and staff of the Medical College of Alabama in discussions of the major health hazards of our time and this region. The purpose of the program is to make the people of the state more health-conscious.

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Number 4

MR FRANK SCHOOLEY
RADIO STATION WILL-FM
UNIVERSITY OF ILLINOIS
URBANA ILLINOIS

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at the Wisconsin Historical Society as part of
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